

MXP4 and Ministry of Sound Go Bighair with the “Anthems: Electronic 80s” Interactive MIXTAPE

Release enables fans to interact with the biggest hits and most influential singles of the synth-pop era

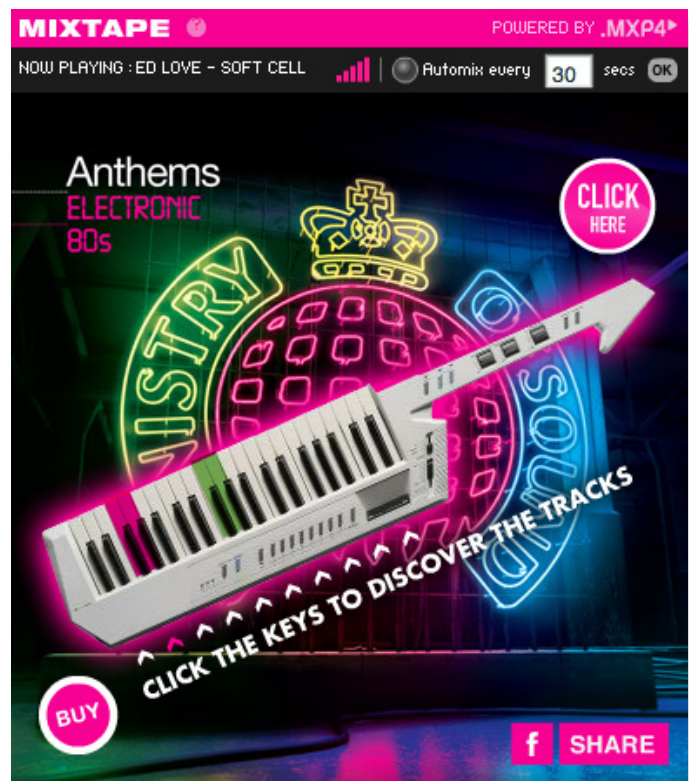
Featuring artists include The Human League, Devo, Gary Numan, New Order, The Pet Shop Boys, The Thompson Twins, Duran Duran, Spandau Ballet, Thomas Dolby, Simple Minds, Erasure, A Flock of Seagulls and more.

Paris, France, October 27, 2009 - MXP4, developer of interactive music solutions, and Ministry of Sound, the global record label specializing in dance music compilations, today announced the launch of the “Anthems; Electronic 80s” interactive MIXTAPE.

MXP4 releases are proven to help artists engage more closely with fans - **average play times per track stand is seven minutes and 70% of traffic to the interactive modules is driven virally.**

Driving the 80s feel of the interactive MIXTABLE is a keytar interface on which fans hit the keytar keys to control how tracks mix while MXP4 technology generate seamless transitions. The MIXTAPE module also includes links to “Share” it virally and “Buy” the album from iTunes and beyond.

Ministry of Sound is the first label to utilize the MXP4 MIXTAPE solution to help launch a compilation album. Available at <http://mxp4.com/mixtape/anthemselectronic80s/>, the Anthems release features the biggest commercial tracks and influential songs of the 80s “synth-pop” era, making it a fantastic collector’s package and thoroughly entertaining listen.



<http://mxp4.com/mixtape/anthemselectronic80s/>

“The MXP4 MIXTAPE has given us a new and exciting way to showcase our releases and to drive whole-album sales,” commented **Jason Reed, digital marketing manager, recordings, Ministry of Sound.**” The interactive module builds buzz around new album releases by offering fans longer previews and the chance to mix tracks and create truly personalized versions.”

“Ministry of Sound’s use of MXP4 technology shows how interactive music is driving more business opportunities in today’s music environment,” stated **Albin Serviant, CEO of MXP4.** “We’re proud to offer artists and labels with a novel approach to engage fans in the album experience and increase sales.”

About MXP4:



MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 delivers an interactive digital music experience which enables the music industry to explore new revenue opportunities and engage more closely with consumers. Based in Paris, investors include Sofinnova Partners and Ventech.

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